



New Ideas on the Horizon



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Current Outreach

- Current outreach focuses on local governments
 - Seven outreach officers statewide when fully staffed
- Outreach for events can include:
 - Media advisory and/or flyer, translated as appropriate, to pitch to media outlets
 - Engagement with local governments, Legislative offices, and other stakeholders
 - Social media messages
 - Flyers posted in libraries and other public spaces
 - Fact sheets for event
 - Utility bill inserts
 - Event placed on homepage calendar and Daily Calendar





January – July 2018 Events

- Public Participation Hearings (PPHs): 54
- Other Events: 32
- Total Attendees: 1,077
- Total Speakers: 351
- Events included:
 - Golden State Water General Rate Case (GRC) PPHs
 - Edison GRC Phase 2 PPHs:
 - Sempra GRC PPHs
 - SDG&E GRC PPHs
 - PG&E Gas Transmission and Storage PPHs
 - CASF Workshops
 - PCIA Workshops
 - San Joaquin Valley Community Outreach Meetings





Setting Priorities and Goals

- Robust outreach to communities/community based organizations on specific issues can benefit the CPUC
- Priorities and goals should be set in order to allow for greater strategic communication on specific issues
- Setting priority issues for communication will help focus our targeted outreach and maximize our resources
 - CPUC works on many important issues; setting priorities is key to determine issues in which to engage communities/community based organizations





Setting Priorities and Goals (Continued)

- Set goals for each priority; what do we want out of our outreach?
 - Attendance at our events?
 - Education/Awareness?
 - Informal Comments?
 - More formal parties?
- Focusing on specific priorities and goals will help determine best tactics to use and to identify:
 - Target audiences
 - Potentially impacted/interested cities/counties
 - Outreach languages and materials
 - English and ethnic media
 - Social media influencers
 - Commonalities across priorities for outreach and event planning
 - Plan targeted events, webinars, outreach accordingly





On the Horizon

- For priority issues, identify and partner with community based organizations and other stakeholder groups and community influencers to help us engage different audiences in different ways with appropriate messages
- Go where the people already are
 - Based on priorities and goals, attend city council meetings, Councils of Government meetings, community organization events, local government events, etc., to conduct outreach
 - Arrange for Commissioners to speak at key local government events, depending on priority





On the Horizon (Continued)

- Hold virtual/webinar PPHs/events using WebEx, webcast, or social media live
 - Viewers would have the ability to comment and ask questions
 - Total attendees at 31 pilot Public Participation Hearings: 167
 - Total attendees to local government/CBO webinar: 80
- New online comment tool coming soon
 - Create videos for priority issues; link to new online comment tool
- Require utilities to conduct community, media (in multiple languages), and social media outreach for PPHs and post information on their website





On the Horizon (Continued)

- Partner with local governments on specific priorities, such as our ongoing rail safety initiative
- Office hours for Commissioners to foster a direct relationship with consumers/groups throughout the state
- Partner with other state agencies on targeted outreach, such as the California Air Resources Board for outreach to Disadvantaged Communities





Thank you!

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